8/30/94

IVOR,

1) Please run this data request from Jan for Ed:- received by fax. 9/6/94

Based on current 16 weeks

Discount category [redacted]s

		category
X > 80%	80+ discount	~~[redacted]~~
50< X < 80%	50-70%	✓
X < 50%	<50% ✓	✓

% Marlboro requirements	% of industry vol.

Also provide buyer counts.

Ed's answer received 9/13/94.

2) For Ed's Marlboro loyalty tracking report, run the data as follows:-

~~12 weeks ending July~~	12 weeks ending June 1, 94	12 weeks ending 5/14/94	12 weeks ending 4/16/94	12 weeks ending 3/19/94

- Marlboro loyalty defined within each 12 week period (similar to current definition of loyalty within each 4-week period)
- People that meet static within each 12-week period

3) Please provide cost + timing on the two requests above.

Thanks,
Trish 2045379322

Source: https://www.industrydocuments.ucsf.edu/docs/hjgj0004